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ABSTRACT

Noting that the choice of people for the covers of weekly news magazines can yield much information about the kinds of people a society finds influential and powerful, and because it has been found that women are under-represented on news magazine covers, a study analyzed the women presented on the cover of "Time" magazine between 1923 and the first issue of January 1987. The women depicted were categorized by age, nationality, and occupation and were also coded in terms of their centrality on the cover. Results of the analysis indicated that images of women appeared on 13% of the covers, with proportionally more women featured during the 1970s. The average age of the women was 38. Almost two-thirds were from the United States, while the majority of the remaining were of Western European origin. Artists and entertainers were featured most frequently, with spouses and socialites coming in second and third. These three categories covered 62% of the women. It had been hypothesized that most women would be presented graphically or in a nonfeatured location, but it was found that most were placed centrally on the cover, suggesting that the notion that more often than not women are seen as "window dressing" may be mistaken. Nonetheless, the scarcity of females in powerful roles on "Time" covers demonstrates the lack of power and influence wielded by women in the United States. (SKC)

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WOMEN THROUGH TIME: WHO GETS COVERED?

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WOMEN THROUGH TIME: WHO GETS COVERED?

--The hero in "My One and Only," a recent Broadway musical, dreams of being on the cover of Time.--

INTRODUCTION

No feature is so important to a magazine as its cover. (1) As the most important page of a magazine, the cover "is the magazine's face; it creates the all-important first impression." (2) Moreover, a good magazine cover must set the tone, or personality of the magazine; must attract attention; must provide continuity and identification from issue to issue; and must lure the reader inside. (3)

When a magazine's circulation depends on newsstand sales as well as mail circulation, the selling point of the cover becomes especially important. But whether the magazine competes on the newsstand or on the coffee table, what is shown on the cover becomes a vital editorial decision. (4)

Most designers and editors agree that a good cover should be "simple, competitive, posterlike and eyecatching. Normally it

should focus on an article or theme inside the publication. It should assure the reader of editorial consistency. It should express the philosophy of the magazine. It should be easily recognizable to the reader."(5)

For the news magazines, covers are especially important because they have the added challenge of identifying and communicating which top personality and/or what events are paramount in the news that week.(6)

"The most influential magazines in the United States are probably the three newsweeklies: Time, Newsweek, and U.S. News and World Report."(7) Why these three news magazines are so influential is likely a function of why people read magazines in general, and who these people are. A national study of the consumer market for magazines by Lieberman Research, Inc. of New York pointed out that "both demographically and psychographically, magazine buyers as a whole--and particularly heavy magazine buyers--constitute an upscale, contemporary, confident segment of the population. Traditionally, magazines have attracted the more affluent, better educated audiences."(8)

More importantly, the study also found that many people turn to magazines primarily for information. "People regard magazines as an excellent way of keeping abreast of trends, keeping informed about new products, and securing information about individual and special interests and activities such as hobbies, decorating, family care and fashion."(9) While there has been a trend toward content specialization in magazines, the news

magazines continue to be vital sources of information and entertainment, covering foreign news, science, religion, music, national news, sports, theatre, movies, business, education--and more--each week.(10) Often overlooked is the fact "that news magazines publish weekly, or four times more often than most magazines, a factor that both provides additional exposure and establishes firm habit patterns in their readers."(11)

Time, the oldest of the newsweeklies, is acknowledged by friends and foes alike as being the most successful of the three.(12) Founded in 1923 by Henry Luce and Briton Hadden, "from the start, Time stressed personalities in the news and details that were entertaining as well as informative. Luce and Hadden believed that Americans were poorly informed and too busy to seek much information by themselves. So they selected the week's most important facts for readers, organized the facts into convenient departments, interpreted the facts, and even told readers what to think about them."(13)

Time currently has a circulation of more than 4.8 million readers in the United States, and reaches more than 23 million due to multiple readers of a single issue.(14) In addition, readers buy more than 1.3 million copies a week in 92 foreign countries, bringing the total circulation of Time to more than 6 million.(15) This results in a global reach and impact of 32 million people reading the magazine each week.(16)

A recent demographic study by Time's worldwide marketing information director reveals that some 10 million American women

read Time, compared with 13 million men.(17) A typical U.S. subscriber is just over 41 years old, is well educated (84% attended college and 39% went on to take graduate courses).(18) Time's subscribers are also affluent, with an annual household income of \$50,600; 78% own their own home and 94% own their car.(19)

Time has always practiced "personality journalism," upholding Carlyle's dictum that history is but the biography of great men.(20) Almost invariably, Time's cover stories have been built around an individual. "Almost all of the 1,922 covers published from Time's founding up to January 1960 displayed human faces; among the exceptions were three racehorses, two dogs, five bulls (for Wall Street), one building (the Pentagon), and one machine (a computer)."(21)

Time's editors have always made it clear that being on the cover wasn't meant to be an honor or an accolade: "If it is considered an honor to be pictured on Time's cover, Time is glad that is so. But in selecting national figures for its cover, Time does not presume to be 'honoring' those figures. If they are outstanding nationally or internationally, that is solely and definitely to their own and to society's credit and not by virtue of anything Time has done for them."(22)

Consequently, Time's covers, with their emphasis on people in the news, can be viewed as an indicator of key American and world personalities and events over the past 64 years.

For example, in 1983, an exhibit of all of Time's covers

devoted to French individuals or events went on display at Paris's Georges Pompidou Center. Titled "America Looks at France, Time 1923-1983," "the exposition not only chronicles 20th century Gallic history, but also documents Time's interest in the personalities and preoccupations of the French." (23) In his introduction to the exhibit, Time Inc. Editor-in-Chief Henry Grunwald wrote, "The covers represent only a fraction of Time's coverage of French affairs. But they outline the changes both in the American view of France and in the institution known as the news magazine." (24)

Similarly, in 1985, Time honored Hollywood luminaries who appeared on the cover of Time at the Academy of Motion Picture Arts & Sciences. More than 600 actors and actresses showed up to see themselves in the poster-sized reproductions of Time covers decorating the theatre's walls. (25)

Time has always argued that "the faces on Time have been the faces of the world. The makers of peace and war, the prophets, merchants and creators, the rebels and kings, the heroes of the age or of the moment--they are the cast of Time's cover characters. Occasionally, a cover picture will symbolize an event, a trend or an idea. But always the individual reappears. For Time believes that history is made by men and women, no matter how strong the forces and movements that carry them along." (26)

BACKGROUND

Though magazine covers and the people and events they represent are clearly important, it is surprising that scholars have not turned their attention to them for analysis. For example, in Journalism Quarterly from 1924-1986, there were articles that investigated news photos in magazines (27), specific content or styles in news magazines (28), how magazine stories were put together (29), and newspaper front pages (30), but only one article that addressed magazine covers directly (31).

In that one article, a 1985 study by Christ and Johnson, two reasons for analyzing covers were presented: the covers were seen as providing benchmarks to history and as giving a sense, generically, of who wields power and influence.

For those who argue that history is most importantly about people, Time presents us with those people who seemed to be the movers and shakers of their time. For the students of history, the magazine's choices for the covers give a feel for how contemporaries viewed their peers. It is interesting to see who has lived through time and who has been forgotten.

Besides giving us a feel for contemporary history, an analysis of covers also can tell us something about the kinds of people who wielded power and influence. It is in this second sense that the findings from Christ and Johnson's "Man of the Year" covers study are especially important. That study showed that 72 men and only 17 women appeared on the covers.

Of the 17 women, 12 appeared on the 1975 cover titled "American Women." Two covers included "generic" representations

of women: the 1956 Hungarian Freedom Fighter cover featured drawings of one unidentified female with two unidentified males; and, the 1969 Middle Americans cover depicted another drawing of a man and a woman as "Man/Woman of the Year."

One woman appeared on the cover with her husband as the 1937 "Couple of the Year"--Gen. and Mrs. Chiang.

Only two women occupied the cover alone as the annual Time choice during 1928-1985: Wallis Warfield Simpson in 1936 and Queen Elizabeth II in 1952. Ms. Simpson was labeled as the divorcee who made King Edward abdicate his throne, while Queen Elizabeth was noted for having ascended the British throne. (Of course, the 1986 "Person of the Year" was Philippines' President Corazon Aquino.)

Time's editors did not single out Indira Gandhi, Eleanor Roosevelt, Mother Teresa, or Geraldine Ferraro as "Man of the Year." In reference to Peter Ueberroth being chosen over Ms. Ferraro for 1984, columnist Marianne Means argued that the label itself, "Man of the Year," was "sexist and primitive in an era when women are demanding, and getting, a share of the action" (32).

Though the Christ and Johnson article was a good first step, it could be argued that a more thorough cover by cover analysis of Time covers would be needed to more accurately show who wielded power and influence with their contemporaries. Due to the interests of the authors and the apparent lack of representation of women on the "Man of the Year" covers, it was decided to analyze the women who appeared on the cover of Time between 1923

and the first issue of January 1987.

The categories developed in the Christ and Johnson study were replicated. That is, women were categorized by age, nationality, and occupation. Furthermore, in order to begin to address the graphic component of magazine covers, and the possible importance of position and relationships within covers, women were coded in terms of their centrality on the covers.

A study of photo content in the pages of Time for the years 1940, 1960, and 1980 revealed that women were infrequently pictured, with men predominate in all occupational roles except those of spouse.(33) When a woman was depicted, she was most often seen as an artist/entertainer, spouse, or socialite.(34) Women were less frequently seen in the roles of politician, professional, activist, or sports figure.(35) We suspected that the covers we analyzed would support the photo content study and the Christ and Johnson study in terms of the number of women and the kind of "occupations" they would represent. Furthermore, we suspected that the geocentricity (U.S. and Western Europe) evident in the "Man of the Year" covers would continue in the broader analysis.

Therefore, to summarize, we expected to find a relatively small number of Time magazine covers depicting women. And, when depicted, these women would tend to be artists/entertainers, spouses, or socialites. We expected that the women would tend to be from the U.S. or Western Europe. And, finally, we expected that even when presented, most of the graphic presentations of women would make them peripheral or in relationship to some "significant other" like husband, child, director, etc. It

should be pointed out that there are no value judgments being made about women being artists/entertainers, spouses, or socialites. For many this was a road to power and respectability. However, a lack of female political leaders, female "activists," and businesswomen shows a lack of representation in certain arenas.

METHODOLOGY

Covers. All covers from the beginning of Time's publication in 1923 through the first cover of 1987 were viewed. Covers with images of women were coded as part of the analysis.

Coding. Women presented on the covers, when identifiable, were coded in terms of age, nationality, citizenship, and occupation. The images of the women on the cover were also analyzed in terms of how central the image was on the cover. A woman's image did not have to be presented alone to be considered central. As long as it was part of the central focus/image of the cover, she would be coded as central. Thus a woman's image might be coded as central if she appeared alone, with a man, as part of a family other than spouse, with two or more women, or with a combination of women and men. As long as the image of the woman was graphically central, then the woman's image was coded as central to the cover. A woman's image would be coded as being graphically peripheral if she were a figure in the background (we called this window-dressing), or if women were part of a large mob scene like a protest march. Finally, we developed a separate coding for all Nativity scenes where Mary appeared and for female icons like the Statue of Liberty.

Coding Procedure. Two coders went through the covers to isolate the variables of interest. If it was not possible to determine demographic information from the articles, secondary bibliographic material was consulted. Sometimes it was possible to find only the year of birth and not the exact date. In those cases, to obtain the age of the woman, the year of birth was subtracted from the magazine year cover date. In these cases, the actual age of the woman might be "off" by a year. For several women only approximate ages could be determined since the bibliographic sources cited the births as circa 1888, for example.

Nationality and citizenship were straightforward. Nationality was considered the country in which a woman was born. There were four exceptions: Katharine Cornell (1932) was a U.S. citizen born in Germany; Vivien Leigh (1939) was a British citizen born in India; Olivia de Havilland (1943) was a British citizen born in Japan; and Liv Ullmann (1972) was a Norwegian born in Japan.

Occupations were also straightforward. Any time there was a possible doubt, for example if a woman might be coded as a spouse or as a philanthropist in her own right, the issue itself was reviewed to see how she was referred to on the cover and/or in the article.

The centrality of the woman's image depended on the position of the image within the cover. Any cover that could not be easily coded was discussed by both coders. All questionable covers were coded in this fashion.

To summarize, all covers with women on them from 1923 through the first issue in January 1987 were coded. Age, nationality, citizenship, occupation, and the centrality of the woman's image were the variables of interest. When the variables could not be determined from the articles, secondary sources were consulted. In terms of the centrality of the cover, all questionable covers were coded by consensus.

RESULTS

By looking at the Time covers from the beginning of publication in 1923 through January 5, 1987, 441 covers showed images of woman on them. Out of the 3,329 covers, this represents a little over 13% or, on the average, less than 7 covers/year.

Due to more than one woman being on some of the covers, a total of 476 incidences of woman were tabulated. That is, if two recognizable women were on a cover (e.g., Diane Feinstein and Geraldine Ferraro, 1984), then both would be researched.

The following years had 10 or more incidences of women presented on the covers: 1976 (33); 1977 (18); 1975 and 1984 (both with 14); 1953 (12); 1955, 1967, 1970, 1972, 1974, 1981, and 1986 (all with 11); 1937, 1947, and 1973 (all with 10.) If Time magazine covers are any indication, then the 1970s was the "Decade of the Woman."

Age. Three hundred twenty-six women could be categorized by their age. A woman who appeared on more than one cover was counted each time she appeared because age varied between covers. The mean age was 39; the median age was 38; and the mode occurred at 28 with 17 people. The standard deviation was 15.6. The

youngest age represented was 3 years old. Six people had this age including Cecile, Annette, Yvonne, Emilie, and Marie, the Dionne quintuplets (1937), and Princess Elizabeth of England (1929). The oldest person, at age 94, was "Grandma" Moses (1953). There were 9 females under 10; 17 were teenagers; 75 in their twenties; 75 in their thirties; 60 in their forties; 55 in their fifties; 31 in their sixties; 3 in their seventies; 1 in her eighties; and 1 in her nineties.

Nationality. Three hundred thirty-one women, representing 26 countries, were identified on the covers. Of these 331, 213 or almost 2/3 of the people were from the United States. The rest of the countries with five or more images of women being presented include Britain (43 women); Canada (9 women); Germany and Italy (7 women each); and France and the Netherlands (5 women each.) Canada's third place finish of nine women can be largely attributed to the cover in 1937 which featured the Dionne quintuplets.

For a presentation of the nationalities of the women presented by decade, see Table 1. It is interesting that while U.S. and British woman are presented across the decades, other nationalities have not been represented consistently. For example, there has not been a French woman featured since the sixties, a Swedish woman since the forties, or a Spanish woman since the thirties. As was expected, the vast majority of women on the cover of Time have been from the U.S. and Western Europe.

Citizenship. Generally, the nationality and citizenship of a person were identical (see Tables 1 and 2.) However, there were some differences. For example, of the 331 categorizable

women, 222 or over 2/3 were U.S citizens. One interesting change between nationality and citizenship occurred with Golda Meir (1969) who was born in Russia and became an Israeli citizen. Israel, of course, is a relatively new nation, and no woman has been featured from it who was born there.

Occupation. It was suggested that women would tend to be categorized as artists/entertainers, spouses, and socialites. Table 3, which represents the occupations of the women covered by decade, supports this supposition. Three hundred twenty-seven women were categorized into 25 "occupations." By far the largest occupation was the artist/entertainer occupation being represented 124 times (37%). Of the 124, 93 were movies stars/actresses, 17 were opera singers, 10 were singers (other than opera), 2 were ballerinas or dancers, and there was 1 painter/sculptor and 1 conductor. Spouse, in which we included "wife of ...," "fiancee of...," "widow of...," and "divorcee of...," accounted for 56 incidences (17%). Women also appeared as "mothers of...," and "daughters of...," accounting for 4% of the incidences. Socialites, which could be interpreted to include our categories "Queen and Figurehead" and "Nobility," as well as "Socialite," accounted for 28 incidences (8%). The three "major" categories end up accounting for over 62% of all occupations. See Table 3 for the presentation of occupation by decade. Also, see Appendix A.

Cover Graphics. The expectation was that the majority of women would be shown either with others or as graphically peripheral. We did not expect the majority to be shown by them-

selves. In order to determine this, women's images were coded as being either central or peripheral. Furthermore, under central, a woman might appear alone, as a couple with a male, as part of a family, with one or more other women, or in a combination of men and women. Peripheral images of women might feature them as "window dressing" or as part of a large "mob" scene.

Interestingly, in the majority of incidences, 240 (51%) women were featured, by themselves, as central images. Forty-four (9%) times they were featured as window-dressing and 24 (5%) times in mob scenes. There were 7 (1%) incidences of women in nativity scenes and 5 (1%) icons. Furthermore, as central images, women were featured 55 (11%) times as part of a couple; 20 (4%) were featured as part of a family; 42 (9%) were featured with one or more other women; and 39 (8%) were featured as a combination of women and men. Together, over 83% of the women identified were categorized as graphically central to the cover. Of course, it is important to remember that if one or more women appeared on the cover with each other, than each would be coded individually. Therefore, the categories that feature more than one woman exaggerate the category. Even so, the idea that the majority of covers with women show them as either peripheral or in relationship with some "significant other" is not supported by this study.

DISCUSSION

According to the editors of Time, "Time has established a kind of trademark with its cover graphics. Our covers are very important. They set a mood, a tone, that demonstrates what Time

considers to be important." (36)

Through an analysis of Time's covers, it is clear that women are not extensively featured. Out of 3,329 covers over a period of 64 years, only 441 covers, roughly 13%, pictured women. This averages to less than seven covers a year. Actually, there were several years where women appeared on only one cover: 1923, 1925, 1942, and 1944. This analysis supports the expectation that there would be a relatively small number of Time magazine covers depicting women.

Not only, on the average, were women featured less than seven times/year, but some of the women who were featured were featured more than once. That is, of the 334 women who were not simply "generic" representations of women, several were appeared on the cover more than once. For example, Queen Elizabeth holds the record of appearances by being featured on the cover six times beginning at age 3: 1929, 1947, 1952, 1953 (as the 1952 "Person of the Year"), 1959, and 1976. There is four way tie for second place, with four appearances by Betty Ford (1973, 1974, 1975, and 1976); Diana, Princess of Wales (1981-twice, 1983, and 1985); Geraldine Ferraro (1984-four times); and Corazon Aquino (1986-three times, 1987-as the 1986 "Person of the Year"). See Appendix B for a full listing of women on Time.

Of the 327 women who could be identified by age, 39 years was the average age. This is close to the average for women found on the "Man of the Year" covers which was 43 1/2. The range of age was 3 to 94, with the majority of women being in their twenties, thirties, and forties.

In terms of nationality and citizenship, 28 countries are

represented on the covers. As was suspected, the majority of the women were from the U.S. (approximately 67%), with another 22% being from Western Europe. However, which nationalities are represented might be less important, and less telling, than those excluded. It might be a surprise that only the U.S., Canada (Marie Dressler, 1933; the Dionne quintuplets, 1937; Elizabeth Arden, 1946; Barbara Ann Scott, 1948; and Joni Mitchell, 1974), and Argentina (Eva Peron, 1947 and 1951) represent the Western Hemisphere. Only Morocco (Lalla Aisha, 1957) represents Africa. And, most of Eastern Europe, the Middle East, and the Far East are not represented. Again, the results support the U.S./Western Europe geocentric orientation of the U.S. edition of Time.

Women's 25 "occupations" tended to be focused on artists/entertainers (37%), spouses (17%), and socialites (8%). This confirms earlier research and points out the lack of women in such areas as political leadership (8%), government administration (1.5%), religious leadership (1%), activism (2%), or sports (4.5%). Interestingly, only one woman is represented from science/medicine, Dr. Virginia Johnson (1970), from the Masters and Johnson sex therapy research team. Only three women can be categorized as CEOs or business executives: Helen Reid, vice president of the New York Herald Tribune, 1934; Elizabeth Arden, founder and CEO of Elizabeth Arden cosmetics, 1946; and Dorothy Chandler, vice president of the Los Angeles Times, 1964. Despite the fact that more women appeared on the covers during the seventies than any other decade, no women were depicted in a business role. Again, the preponderance of women being artists/

entertainers, spouses, and socialites was expected.

It seemed possible that even though women were pictured on the covers, the majority might be either graphically peripheral or not presented in their own right but rather presented with a "significant other." The analysis did not support this, with the majority of women being centrally featured by themselves. This is important since it does not support the notion that women might be, more often than not, seen as window-dressing. This analysis, however, did not take into account how often men were pictured as peripheral. It might be that women are used for "decorative" purposes more frequently than men. This was not tested in this study.

Again, an analysis of Time magazine covers not only provides a benchmark to history, but also provides a sense of who, generically, wields power and influence.

Lastly, as a sidenote, this kind of analysis can be a very humbling experience. For all the Eleanore Duses, Ethel Barrymores, Willa Cathers, and Virginia Woolfs we might remember, there are the Maria Jeritzas, Helen Reids, Mildred McAfees and Barbara Ann Scotts we don't remember. Seeing all the women who were "famous" during their time, and who have since disappeared from our memories, made us feel a little like the traveler in Percy Bysshe Shelley's classic poem, "Ozymandias." In the poem, the traveler comes upon the statue of the great King Ozymandias, only to find it broken and half buried in the sand. Inscribed on the pedestal are words for all travelers through time:

My name is Ozymandias, king of kings:
Look on my works, ye Mighty, and despair!

FOOTNOTES

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27. See, for example, Kuo-jen Tsang, "News Photos in Time and Newsweek," Journalism Quarterly, 61:578-584 (Autumn 1984).
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30. See, for example, J.W. Click and Guido H. Stempel III, "Reader Response to Front Pages with Four-Color Halftones," Journalism Quarterly, 53:736-738 (Winter 1976) and W. James Potter, "Gender Representation in Elite Newspapers," Journalism Quarterly, 62:636-640 (Autumn 1985).
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34. Ibid.

35. Ibid.

36. McManus, p. 195.

Table 1
Women Through Time
Nationality by Decade

Country	Decade							TOTAL
	1920s	30s	40s	50s	60s	70s	80s	
U.S.	17	30	18	33	28	68	19	213
Britain	6	9	12	5	3	2	6	43
Canada		6	2			1		9
Germany		4		1			2	7
Italy	1	3		2	1			7
France		1	2		2			5
Netherlands		2	2			1		5
Australia	1		1			2		4
China		2	1			1		4
Philippines							4	4
India					1	1	1	3
Norway		2				1		3
Sweden	1		2					3
USSR	1				2			3
Argentina			1	1				2
Austria	1			1				2
Denmark					1	1		2
Japan				2				2
Rumania			1			1		2
Spain	1	1						2
Belgium				1				1
Hungary				1				1
Morocco				1				1
Thailand					1			1
Vietnam					1			1
Yugoslavia					1			1
TOTAL COUNTRIES REPRESENTED BY DECADE	8	10	10	10	10	10	5	

Table 2
Women Through Time
Citizenship by Decade

Country	Decade							TOTALS
	1920s	30s	40s	50s	60s	70s	80s	
U.S.	18	32	22	34	28	68	20	222
Britain	4	8	9	5	3	2	6	37
Canada		6	1			1		8
Italy	1	3		2	1			7
France		1	2		2			5
Netherlands		2	2			1		5
China		2	1			1		4
Germany		3					1	4
India					1	2	1	4
Philippines							4	4
Australia	1					2		3
Norway		2				1		3
Rumania	1		1			1		3
Sweden	1		2					3
Argentina			1	1				2
Austria	1			1				2
Denmark					1	1		2
Japan				2				2
Spain	1	1						2
USSR	1				1			2
Belgium			1					1
Greece				1				1
Hungary				1				1
Israel					1			1
Morocco				1				1
Thailand					1			1
Vietnam					1			1
TOTAL OF COUNTRIES REPRESENTED BY DECADE	9	10	10	9	10	10	5	

Table 3
Women Through Time
Occupation by Decade

Occupation	Decade							TOTAL
	1920s	30s	40s	50s	60s	70s	80s	
Artist/Entertainer	10	19	19	26	14	27	9	124
"Spouse"	8	11	5	5	11	12	6	56
Mother/Daughter		3		3	3	5		14
Queen/Figurehead	2	5	2	4		3		16
Nobility	1	1	2	2				6
Socialite	2	2	1		1			6
Pol Leader-World	1		1		2	2	7	13
Pol Leader-US					2	3	4	9
Pol Leader-State	1					4	1	6
Government Admin.	1	1		1		1	1	5
Religious Leader				1		3		4
Military Leader			2			1		3
CEO/President/Bus		1	1		1			3
Union Leader						1		1
Literature	1	4	3		2	5	1	16
Sports	3	4	2	2		3	1	15
Fashion		1	2	2	1	3	3	12
Activist	1	1				4		6
Quintuplets		5						5
Journalism		1	1	1	1	1		5
Educator		1	1		1	1		4
Secretary/Aide		1				1		2
Chef					1			1
Fighting Woman				1				1
Scientist/Medical						1		1

Appendix A

Though it is clear that the majority of women on the cover of Time magazine have been identified as artists/entertainers, spouses, or socialites, there are a number of other occupations represented (see Table 3). Appendix A names several women who seem to be pioneers in or representative of their occupations.

Political Leaders-World

There were two women who appeared before the 1960s who were political leaders from another country: Lady Astor (1928) was the first woman elected to the House of Commons. Interestingly, the story in Time described her visit to the U.S. to attend Governor Byrd's (Virginia) party. Ana Rabinsohn Pauker (1948) was Stalin's Proconsul of Rumania who was described as "the most powerful woman alive."

Political Leader-State

The only state political leader featured on a cover before the seventies was Ruth McCormick (1928), who was the first woman to win a state-wide vote for a national position from an industrial state.

Religious Leaders

There have been four female religious leaders featured on Time's covers: Mother Mary Columba (1955), the mother general of the U.S.'s biggest, most active Roman Catholic missionary order; Anita Caspary (1970), head of the Immaculate Heart Order who wanted to form a "new community of religious persons"; Mother

Teresa of Calcutta (1975); and, Alison Cheek (1976), an American Episcopal priest.

Government Administrator

Three government administrators were featured before the seventies: Mabel Willebrandt (1929), the U.S. Attorney General in charge of Prohibition Prosecution; Frances Perkins (1933), the first female cabinet member--the Secretary of Labor under Roosevelt; and, Oveta Culp Hobby (1953), the nation's first female Secretary of Health, Education, and Welfare.

Secretaries

Two secretaries made the cover of Time magazine: President Roosevelt's secretary, Missy LeHand (1934); and President Nixon's secretary, Rose Mary Woods (1973).

Activists

Four activists were covered: Carrie Chapman Catt (1926), the founder and president (1904-1923) of the International Woman Suffrage Alliance; Pauline Morton Sabin (1932), chairman (sic) and founder of the Women's Organization for National Prohibition Reform; Patty Hearst (1974, 1975, 1976) acquitted bank robber and self-proclaimed revolutionary; and, Lynette Fromme (1975), attempted assassin of President Gerald Ford.

Journalists

Five journalists have been covered: Dorothy Thompson (1939), columnist and correspondent; Hedda Hopper (1947), syndicated columnist; Alicia Patterson (1954), editor and publisher of the Long Island tabloid Newsday; Sylvia Porter (1960), business columnist; and, Carol Sutton (1976), managing editor of the Louisville Courier-Journal.

Appendix B

IDENTIFIABLE WOMEN ON THE COVERS

1923

Eleanora Duse

1924

Mrs. Herbert Hoover
Queen Marie of Rumania
Edith Cummings
Ethel Barrymore

1925

Amy Lowell

1926

Lady Diane Manners
Ellen Scripps
Marion N. Talley
Raquel Meller
Carrie Chapman Catt
Will Rogers' Aunt
Helen Wills

1927

Alice Roosevelt Longworth
Nellie Melba
Queen Mary of England
Mrs. Frank O. Lowden
Geraldine Farrar

1928

Ruth H. McCormick
Mrs. Calvin Coolidge
Lady Astor
Maria Jeritza
Ekaterina Ivanovna Kalinin

1929

Princess Martha of Sweden
Princess Elizabeth of England
Mrs. Herbert Hoover
Helen Wills
Mabel Willebrandt
Ina Claire
Eva LaGallienne

1930

Maria Montessori
Queen Mary of England
Lucrezia Bori
Duchess of York
Mrs. Thomas Hitchcock, Sr.
Queen Mary of England
Mary Garden
Elsa Einstein

1931

Nanaline Holt Inman Duke
Grace Isabell Hammond Conners
Betty Nuthall
Willa Cather
Mme. Chiang
Rosa Ponselle

1932

Pauline Sabin
Lady Bessborough
Lily Pons
Katharine Cornell

1933

Sara Delano Roosevelt
Marie Dressler
Frances Perkins
Gertrude Stein
Eleanor Roosevelt
Charlotte Henry

1934

Elsa Schiaparelli
Helen Rogers Reid
Marguerite LeHand

1935

Kathleen Norris
Lotte Lehman
Miriam Hopkins
Queen Wilhelmina of the Netherlands
Jean Harlow
Kirsten Flagstad
Helen Hayes

1936

Abby Rockefeller
Leni Riefenstahl
Shirley Temple & Gertrude Temple
Helen Hull Jacobs
Marlene Dietrich

1937

Wallis Warfield Simpson
Mrs. Joseph E. Davies
Virginia Woolf
Dionne Quintuplets
Ethel DuPont
Lynn Fontanne

1938

Mme. Chiang
Bette Davis

1939

Ginger Rogers
Eleanor Roosevelt
Dorothy Thompson
Sonja Henie
Edda Ciano
Eleanor Holm
Queen Elizabeth of England (mother of Queen Elizabeth II)
Queen Wilhelmina of the Netherlands
Vivien Leigh

1940

Eve Curie
Princess Alice of England
Ethel Merman
Lily Pons

1941

Gertrude Lawrence
Rita Hayworth

1942

Katharine Cornell, Judith Anderson & Ruth Gordon

1943

Mme. Chiang
Ingrid Bergman
Greer Garson

1944

Oveta Culp Hobby

1945

Anita Colby
Capt. Mildred McAfee

1946

Craig Rice
Sylvia Fine
Elizabeth Arden
Queen Wilhelmina of the Netherlands
Pauline Betz
Helen Traubel
Marian Anderson

1947

Deborah Kerr
Princess Elizabeth of England
Eva Peron
Hedda Hopper
Sophie Gimbel
Rebecca West

1948

Barbara Ann Scott
Jean Simmons
Betty Grable
Queen Juliana of the Netherlands
Ana Rabinsohn Pauker
Tallulah Bankhead
Olivia de Havilland

1949

Perle Mesta
Princess Margaret of England
Princess de Rethy of Belgium
Elizabeth Taylor
Lisa Fonssagrives
Margaret Clapp
Margot Fonteyn

1950

Carol Channing
Betty Hutton

1951

Margaret Truman
Barbara Bel Geddes
Eva Peron
Ava Gardner
Patrice Munsel
Lila Wallace

1952

Andrea Mead Lawrence
Queen Elizabeth II of England
Eleanor Roosevelt
Lucille Ball
Katharine Hepburn
Claire Bloom

1953

Queen Elizabeth II of England
Mamie Eisenhower
Rosemary Clooney
Rosalind Russell
Oveta Culp Hobby
Shirley Booth
Audrey Hepburn
Queen Frederika of Greece
"Grandma" Moses

1954

Gina Lollobrigida
Alicia Patterson

1955

Grace Kelly
Mother Mary Columba
Claire McCardell
Carolyn Knight and Marilyn Knight Eaton
Gwen Verdon
Princess Margaret of England
Julie Harris

1956

Marilyn Monroe
Maria Callas

1957

Kim Novak
Althea Gibson
Lalla Aisha
Maria Schell

1958

Jean Thom
Renata Tebaldi
Miyoshi Umeki & Pat Suzuki

1959

Michiko Shoda
Shirley MacLaine
Queen Elizabeth II
Anne Bancroft

1960

Pat Nixon
Jacqueline Kennedy & Rose Kennedy
Margaret Chase Smith & Lucia M. Cormier
Sylvia Porter

1961

Jacqueline Kennedy
Leontyne Price
Jean Kerr
Mary Bunting

1962

Sophia Loren
Mrs. Winston Frederick Guest
Joan Baez

1963

Mme. Ngo Dinh Nhu
Nicole Alaphand

1964

Marina Oswald
Barbra Streisand
Princess Anne-Marie of Denmark
Lady Bird Johnson
Dorothy Chandler

1965

Jeanne Moreau
Phyllis McGinley
Michael Anderson

1966

Indira Gandhi
Queen Sirikit of Thailand
Lauren Bacall
Luci B. Johnson
Julia Child
Julie Andrews

1967

Lynn Redgrave & Vanessa Redgrave
Sandy Dennis
Mrs. Guy Smith
Faye Dunaway

1968

Aretha Franklin
Jacqueline Kennedy Onassis

1969

Golda Meir
Mia Farrow
Ethel Kennedy
Raquel Welch

1970

Jane Fonda
Anita Caspary
Virginia Johnson
Kate Millett
Martha Mitchell

1971

Ali MacGraw
Alexis Smith
Tricia Nixon
Beverly Sills
Indira Gandhi

1972

Liza Minnelli
Beatrice Arthur
Pat Nixon & Eleanor McGovern
Liv Ullmann

1973

Martha Giffiths
Roberta Flack & Carole King
Marilyn Monroe
Rose Mary Woods
Betty Ford

1974

Mia Farrow
Patricia C. Hearst
Pat Nixon, Betty Ford & Joan Kennedy
Mary Tyler Moore & Valerie Harper
Ella Grasso
Joni Mitchell

1975

Cher
Margaux Hemingway
Betty Ford, Susan Ford & Gayle Ford
Lynette Fromme
Patricia C. Hearst
Sarah Caldwell
Marisa Berenson
Mother Teresa

1976

Betty Ford, Carla Hills, Ella Grasso, Barbara Jordan, Susie
Sharp, Jill Conway, Billie Jean King, Susan Brownmiller,
Addie Wyatt, Kathleen Byerly, Carol Sutton & Alison Cheek
Susan Hayes
Dorothy Hamill
Patricia C. Hearst
Carol Gustafson
Queen Elizabeth II of England, Queen Margarethe of Denmark &
Queen Juliana of the Netherlands
Rosalynn Carter, Amy Carter & Joan Mondale
Nadia Comaneci
Jessica Lange
Farrah Fawcett-Majors, Jaclyn Smith & Kate Jackson

1977

Amy Carter
Linda Ronstadt
Marabel Morgan
Chiang Ch'ing
Lily Tomlin
Colleen McCullough
Diane Keaton
Dixy Lee Ray

1978

Cheryl Tiegs
Gelsey Kirkland
Nancy Landon Kassebaum
Letitia Baldrige

1979

Margaret Thatcher
Diane Lane

1980

Beth Heiden

1981

Brooke Shields
Margaret Thatcher
Lady Diana Spencer of England
Sandra Day O'Connor
Lady Diana Spencer of England
Meryl Streep
Katharine Hepburn

1982

Jaclyn Smith

1983

Lady Diana Spencer of England
Nastassia Kinski
Margaret Thatcher

1984

Shirley MacLaine
Dianne Feinstein & Geraldine Ferraro
Erma Bombeck
Geraldine Ferraro
Cheryl Tiegs
Geraldine Ferraro
Geraldine Ferraro
Indira Gandhi

1985

Nancy Reagan
Nancy Reagan
Madonna
Princess Diana of Wales

1986

Corazon Aquino
Corazon Aquino
Corazon Aquino
Molly Ringwald
Sigourney Weaver
Helga Testorf

1987

Corazon Aquino--Woman of the Year for 1986